



Application to be placed on my website's recommended list of Flat Fee/Hourly Fee Financial Advisors

Your Name: [James Sweeney](#)

Name of your Company: [SwitchPoint Financial Planning](#)

City & State where you are located: [Lehi, Utah](#)

Public contact information:

Website link: <https://switchpointfinancial.com/>

Phone: [\(801\) 753-8538](tel:8017538538)

E-mail: james@switchpointfinancial.com

Which of the following services do you provide?

- Portfolio management
- Investment advice
- Practice financial planning
- Personal financial planning
- Student loan management
- Tax preparation
- Other (Specify)

Your Philosophy

Describe your investment philosophy.

I believe in two core principles that drive my investing approach:

1. Capitalism works – over the long run, markets reward investors for taking risks and providing capital.
2. Markets are efficient – the availability of information, liquidity and intense competition we see in markets make it so that it is highly unlikely any single investor can routinely profit at the expense of other investors

With these principles as an underlying philosophy, the investment approach is obvious: seek to capture market returns in a low-cost, tax efficient way.

I build portfolios tailored to each client's unique needs and goals using primarily DFA funds and other index funds.

Why should a client choose you as an advisor?

- True flat fee for service – many “flat fee” advisors have multiple tiers that are still based on AUM. This can lead to higher fees and conflicted advice.
- Investment expertise – I am one of the few personal financial advisors who holds the CFA designation.
- Retirement focus – I focus on helping people plan for retirement and make that transition. If you are looking to prepare for retirement, whether it's a few months or 10 years away, I can help you gain confidence in your retirement plan.

How do you answer the question “Should I pay down debt or invest”?

It depends. I look at things like interest rates, risk tolerance, tax consequences, etc. In the end, I need to understand a client's entire financial picture and preferences to help them make a wise choice that they feel good about.

Do you recommend clients carry a home mortgage into retirement and why?

Usually not, but there are exceptions. I find that even when we project that it is financially optimal to keep the mortgage, many investors prefer to pay off the mortgage and own their home free and clear before retiring. And I've never met someone who regretted taking that approach.

Nuts & Bolts

What licenses or certifications do you have?

CFA, CFP, MBA

What year did you get your first license or certificate and what was it?

Series 66 - 2011

What year did you begin with your current company?

2016

List prior financial companies you were associated with:

Knox Capital Group, The Martin Worley Group

Have you or your company ever been sanctioned by a regulatory agency?

No

ADV2 link:

https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=611351

Minimum amount of assets required to become a new client:

\$250,000

Do all clients work directly with you?

Yes

If not you, then who will they work with?

N/A

Number of households your company advises:

35+

Number of physician households your company advises:

10+

What makes physicians unique as clients?

Many of my physician clients come to me in their peak earning years, with kids in or approaching college. They have typically paid off student loans, but often have significant mortgages. In short, they usually have high incomes, but pay a lot in taxes and have other significant demands on their income.

They put in long hours at a demanding job and often have little time/energy/interest for financial planning. But they recognize that they need to be doing more in order to retire when/how they want.

Why do you like to work with physicians?

Their high income presents challenges, but also opportunities. I enjoy helping them find ways to minimize taxes and balance their current lifestyle with their future goals. I find my physician clients to value expert advice, to be intellectually curious, and to be driven to reach their goals.

Number of dentist households your company advises:

1

Do you recommend/assist your clients in tax loss harvesting?

Yes, weighing the tax benefit against other costs

Do you recommend/assist your clients with a backdoor Roth IRA?

Yes, nearly all of my clients who are still working

In the last 24 months, how many clients did you assist in their pursuit of student loan forgiveness?

None, I don't work with many clients who have student loans.

Investing Style

How often do you recommend individual stocks?

practically never

sometimes

most of the time

almost always

How often do you recommend actively-managed mutual funds?

practically never

sometimes

most of the time

almost always

How often do you recommend passively-managed or indexed mutual funds?

practically never

sometimes

most of the time

almost always

Do you consider fund fees when recommending client investments?

Yes, they are a primary selection criterion, along with tax efficiency, discipline, transparency and consistency in implementing a strategy.

Your Fees

Do you receive any source of compensation beyond what the client personally pays you and if so what is it?

No

Is your fee structure listed on your website?

Yes

If so, what is the link? <https://switchpointfinancial.com/services/wealth-management/>

Do you change your listed fee based on complexity?

No

List your fee for a new client in each of the following scenarios by using a single number, not a range:

New Attending

My spouse and I have one eight year old child. We are both attending physicians in our first year of practice. Together, we earn \$400,000 per year before taxes. We owe \$400,000 in student loans. We have saved \$57,000 in qualified retirement accounts, \$26,000 in the bank and \$33,000 in other assets. We want to get on track with our finances.

A) How much should we expect to pay for your services in the first year? [N/A, I would refer you to another advisor who specializes in this stage of life and has expertise in student loan planning.](#)

B) In the second year? [N/A](#)

C) What important issue would you like this client to address? [Paying off student loans, developing a long-term savings plan, life and disability insurance](#)

Seasoned Attending

We have three children under the age of 18. I'm a homemaker and my spouse is an attending physician who earns \$380,000 before taxes. Our only debt is a \$300,000 mortgage on our \$800,000 home. We have \$258,000 in joint investment accounts, \$525,000 in qualified retirement accounts and \$230,000 in 529 plan accounts. We want to grow our assets for retirement and college.

A) How much should we expect to pay for your services in the first year? \$4,800

B) In the second year? \$4,800

C) What important issue would you like this client to address? Are they maximizing tax-preferred accounts (401k, backdoor Roth, HSA, etc)? What are college goals and are they funded (or even over-funded)? Establish long-term retirement plan and develop savings plan to meet those goals. Does asset allocation match goals? Is asset location optimized (growth assets in Roth, income assets in pre-tax, tax-efficient assets in joint)? Do they have a trust and other estate planning docs? Change title of joint account to trust.

Nearing Retirement

My kids are all grown and gone. I'm an attending physician and my spouse is a homemaker. I earn \$600,000 before taxes. We own a \$1,000,000 home and my medical practice assets are worth \$1,150,000. We have \$1,100,000 in taxable investment accounts and \$3,150,000 in qualified retirement accounts. We are debt-free. We want to grow our assets and find out when we will have enough money for me to retire.

A) How much should we expect to pay for your services in the first year? \$4,800

B) In the second year? \$4,800

C) What important issue would you like this client to address? I would want to understand their cash flow needs and retirement goals. Do they want to retire or keep working, perhaps part-time? How can they use the assets they've accumulated to create their ideal retirement?